

Anti Vape and Marijuana Community Media Campaign

Questions and Answers

11/13/20

1. What is the overall budget for this proposal

\$75,000 for the 1st year with a potential extension

2. Are there additional details regarding the scope of work and any additional related guidance?

All details regarding the scope of work and related guidance is included in the overview section of the Request for Proposal.

11/20/20

3. How do you anticipate “community forums” happening? Particularly during COVID?

Virtually over Zoom.

4. Is this RFP completely new, or a “renewal” for a past contract award that has expired?

Completely new.

5. Do you currently work with a marketing/PR agency? If yes, who?

Street Media for bus advertising.

6. Is there a specific amount of the budget that should be allocated toward the media buy?

There is no amount specified.

7. What data drove the decision to combine tobacco and marijuana cessation communication to a youth audience? OR are there two separate campaigns?

Two separate campaigns.

8. Will the successful bidder create a new campaign or will the campaign utilize existing creative assets?

Create new campaigns.

9. Can you expand upon your vision for grassroots efforts?

Local youth and photographers/ videographers capture content in their own environments.

EXAMPLE E - QUESTIONS AND ANSWERS TEMPLATE

10. How will you measure the success of the campaign? Or phrased in another way, how would you deem this campaign to be a success?

Media Contractor will provide metrics for process evaluation in the 1st year. Behavior change will be measured with local and regional data collection and evaluation over the next 2-5 years.

11. Do you have existing research that would be available to your future agency partner?

Limited regional data. The media contractor will be responsible for researching effective strategies and target populations.

12. Does this campaign has any relationship to the Forward Together campaign by CDPHE and CDHS?

There is a relationship however there is no commitment to use this campaign.

13. Have you done this type of activity before or will this be your first endeavor in this arena?

Summit County Public Health has been involved with numerous other behavior change campaigns.

14. If you have, can you share any past media plans and/or tactics and corresponding budget spend, and what you liked/didn't like or what may have worked or didn't work?

These are currently not available.

15. Can you provide any more details/specifics around the deliverables for the RFP? We want to ensure we are not missing any deliverables. On Part II - Proposal Content it says to address the requirements outlined in the RFP, I want to ensure this is referring to the information in the Overview section of the document. Please advise if we are missing any other details to address. (With no specified deliverables and no budget it's difficult to make a reasonable and informed recommendation.)

All corresponding information is listed in the overview section of the RFP.

16. Can you confirm the timing is correct? We will receive answers on Wednesday, Nov. 25th with final RFP due by noon on Monday, the 30th. With the Thanksgiving holiday in there (Thursday/Friday), We are concerned this does not give much time to address any answers we receive to our questions.

Submitted questions will be answered and posted each Friday of which they were received.

17. Can you clarify if the Zoom call on Dec. 2nd is for anyone or just those you notify as moving on?

The Zoom call is open to the public.

EXAMPLE E - QUESTIONS AND ANSWERS TEMPLATE

18. Is there an incumbent communications or marketing agency that Summit County works (or working with) for outreach projects?

Street Media for bus advertising.

19. At the end of the Overview section, can you please describe how much of the campaign is intended to be original content and how much the contractor would be required to use "... pre existing media content generated at the state and national level."

There is no designated ratio.

20. Under the Scope of Service, it states "... necessary to perform the evaluation service." Is "evaluation" accurate or should this read "media campaign services." ?

This is a typo, it should read "media campaign".

21. Has Summit County prioritized the target audience to meet the goals of the Media Campaign ("reduce youth vaping and increase cessation among youth and adults") Is it youth or adults?

Both target populations are to be addressed.

22. Does Summit County have access to the mentioned target populations and intended audiences for the contractor to complete the requested community forums, focus groups, key informant interviews, surveys, and email correspondence or is the contractor required to solicit participants?

The Summit Tobacco Coalition has access to some of the target populations however the media contractor is to aide with recruitment efforts in order to expand this sample.

23. Has Summit County previously conducted research related to vaping or marijuana use in the area?

Yes.

24. Does Summit County have a direct connection to or relationship with the Colorado Quitline?

Yes.

25. Is there a preference to hire an agency located in Summit County or Colorado?

Yes, the county will make every effort to buy locally, unless factors of price/quality/availability/performance are prohibitive.

26. What is the size of the budget, if there is one, set aside for marketing of the campaign itself (non-contractor fees)?

Not specified.

EXAMPLE E - QUESTIONS AND ANSWERS TEMPLATE

27. What is the duration of the agreement? When must all work be completed by?

December 2020-December 2021.

28. Will the contractor be required to meet with Summit County representatives in person or will Zoom/web meetings be permissible?

Likely Zoom will be most appropriate at this time.